APR 5 1943

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 2, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday April 2- April 10 10:30- 11:30 A.M. and 2:30- 3:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY

The Bamberger Woman Power Council, organized to get Jersey women started right in their war jobs, has for its program for the coming week the following interesting features:

Fri., April 2, 2:30-3:30 P.M.--QUESTIONS AND ANSWERS ON POINT SPENDING.
Sat., April 3, 10:30-11:30 A.M.--CHICKEN RAISING FOR VICTORY CLUB.
Mon., April 5, 2:30-3:30 P.M.--REPAIRS TO WINDOWS, DOORS AND FURNITURE.
Tues., April 6, 2:30-3:30 P.M.--CLOTHES CLINIC, How to Make Over Men's Clothes for Wear Now.
Wed., April 7, 2:30-3:30 P.M.--HOW WOMEN CAN WORK TO SHORTEN THE WAR, a discussion by war workers.
Thurs., April 8, 2:30-3:30 P.M.--CANNING: Tomatoes, Hot and Cold Packed, Open Kettle, Water Bath and Oven.
Fri., April 9, 2:30-3:30 P.M.--CANNING: Fruits packed cold processed in hot water bath and oven.
Sat., April 10, 10:30-11:30 A.M.--CHICKEN RAISING FOR VICTORY CLUB.

Further information from Publicity: Nan Findlow, Market 2-1212.

Friday April 2 2:00- 4:30 P.M.	PRESENTATION OF A BOMBER TO THE U. S. GOVERNMENT	THE CLUB WOMEN OF PHILADELPHIA	GIMBEL BROS. AUDITORIUM PHILADELPHIA

Under the auspices of the Philadelphia Women's Forum, there will be a formal presentation of the dedication of a medium Bomber to the U. S. Government, purchased with funds collected by the Club Women of Philadelphia. This promises to be a stirring and patriotic session to which the representative citizens of Philadelphia and New York are invited.

Friday April 2 3:00 P.M.	PREVIEW: LECTURE "GREEK ISLAND EMBROIDERIES"	THE GREEK WAR RELIEF ASSOCIATION	METROPOLITAN MUSEUM 5TH AT 82ND, GAL. D 8

The Metropolitan Museum of Art is sponsor for a lecture by Priscilla Capps Hill on "Greek Island Embroideries" illustrated with special exhibition of 60 examples of their finely worked, boldly designed embroideries of the 16th and 17th Centuries. Opens to public following day, April 3-May 16. Publicity: Alice Merriam, RH. 4-7690.

Friday April 2	PUBLICATION DATE: APRIL	DEPARTMENT STORE ECONOMIST	100 EAST 42ND STREET

Survey on gifts for WAAC's, SPAR's, WAVE's, MARINES. A thousand women were interviewed in training camps and on active duty to make up this comprehensive list as to what they want as gifts. This will greatly benefit their friends and relatives. Also retailers and manufacturers will acquire good promotional ideas for stores in their gift selections for Easter, etc. Contact: Mr. D. Allyn Garber, MU. 5-8600.

Saturday April 3 10:30 A.M.	"TRICKS FOR TEENS" CLUB MEETING	SAKS 34TH STREET	B'WAY AT 34TH STREET DEBUTEEN SHOP, 2ND FL.

The monthly meeting of Saks' "Tricks For Teens" Club will take on a Springtime flavor. This goes for the refreshments, the music and the fashion show. Open to Press and Teens. Publicity: Margaret Pierce, LA. 4-7000.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 3 11:30 A.M.	FASHIONS IN RATIONS	RADIO PROGRAM BY ACTRESS BILLIE BURKE	WABC (880 ON DIAL)
	Billie Burke, stage and screen actress on new war-time food problem radio program will act as Mistress of Ceremonies giving factual food information and conducting interviews with food authorities and government officials. First guest will be Prentiss Brown, director of OPA. He will discuss meat rationing and black markets. Publ.: Renee Glasser, WI. 2-2000.		
Saturday April 3 2:00 P.M.	MOVIES ON "THIS PLASTIC AGE"	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND STREET LECTURE HALL
	Showing the manufacturing processes for the production of plastic plywood and other plastics for everyday use. Publicity: Alice Merriam, RH. 4-7690.		
Now Going On Through June 10A.M.-10P.M.	U.S. COAST GUARD EXHIBITION	N. Y. MUSEUM OF SCI. & INDUSTRY	R.C.A. BUILDING 30 ROCKEFELLER PLAZA
	Highlight of this timely exhibit is a half scale reproduction of a forward deck of an 83-foot sub-chaser. This exhibition shows the important part the U. S. Coast Guard plays in protecting our coast-line and in keeping our sea lanes open. Open to public. Publicity: Clinton Thomas, CI. 6-2075.		
Now Going On Through June	WAR-TIME CROCHET SHOW	SPOOL COTTON CO.	TOURING COUNTRY
	An exciting war-time fashion tour bringing crochet fashions right to the "swing shift" girls, sometimes through the local department stores and sometimes right into the defense plants. Booked for 22 cities, this war-time crochet show is now playing Texas on its way West to the Pacific coast and will thereafter work its way back East. Its purpose is to show fashion-aware women and girls how to make clever crochet accessories from non-priority materials. The four groups featuring among them 25 different items include: 1. Conservation tips in cotton hand-knits; 2. Salvage magic with crochet; 3. Crochet facials for an old dress; and 4. War-time crochet fashions. For store bookings from June on, contact: Mr. H. B. Ofner, Spool Cotton Co., 745 5th Ave., N.Y.C., PL. 3-5600.		
Now Going On Monday, Wednesday 7:30-9:30 P.M.	COURSE IN GOVERNMENT WAR REGULATIONS	DELEHANTY INSTITUTE	115 EAST 15TH STREET
	This group of lecture courses designed to help those in business interpret and operate under government war regulations, began Mon., March 29th. It will include ten two-hour lectures for a cost of $30. Price regulations and labor relations will be discussed. Also government contracts and war manpower problems will be taught in a two-hour session, Tuesday and Thursday evenings at the same hour. Instructors include Washington officials from OPA and manpower departments. Contact: Delehanty Institute, ST. 9-6900.		
Now Going On Through May 14 Tuesdays, Fridays 7-10 P.M. Saturdays, 1:30-4:30	MILITARY MAP MAKING COURSE FOR WOMEN	SCIENCE & MANAGEMENT WAR TRAINING PROGRAM	COLUMBIA UNIVERSITY SCHOOL OF ENGINEERING
	Columbia is the only University in New York offering the map making course to women. The government expects to take on several hundred girls as map-makers or cartographers during this year. This Columbia course will prepare women for such appointments. Candidates must be women college graduates or this year's seniors. Course began March 30th and lasts until May 14th. Classes held three days a week, Tuesdays and Fridays, 7-10 P.M.; and Saturdays, 1:30-4:30 P.M. Information 9 A.M. to 5 P.M., Room 313, Engineering Building, Columbia University. Cost, free. No more enrollments for this session. New course may be given sometime in Fall. Contact: UN. 4-3200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
About To Begin	"BOND TUESDAY"	NAT'L RETAIL DRY GOODS ASSOCIATION	THROUGHOUT COUNTRY

In order to help the U. S. Treasury to sell its April quota of 13 billion dollars worth of War Bonds, the Board of Directors of the NRDGA is asking all stores throughout the United States to make each Tuesday for the duration of the drive, "Bond Tuesday". Retailers wishing to learn more about "Bond Tuesday," contact: Mr. Edward S. Hoyt, NRDGA, PE. 6-2155.

Now Going On Through April 15	MASKS FROM THE COLLECTION OF KENNETH MacGOWAN	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414

Due to unceasing interest in this exhibit, it has been extended for two weeks through April 15th. On view are 80 masks in settings by Lee Simonson, including examples from fighting front areas such as New Ireland, New Guinea, Malaya, and 16 other countries. Admission Free. CI. 7-2431.

WEEK BEGINNING MONDAY, APRIL 5, 1943

Week of Monday April 5 9:00 A.M.-9:00 P.M.	FASHIONS OF PHILIPPINE INSURRECTION OF 1899	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

The dashing mestiza dress of the Philippines is the feature of the 7th in a series of exhibits of the eight war periods of this country. Posters, miniature copies of museum originals with modern adaptations designed by Traphagen students, and accessories are included in this show. Visitors daily 9 to 9; Saturdays until 5. Contact: Dorothy Tyroler, CO. 5-2077.

Monday April 5 12:30-1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR

This is a noon-time fashion show for Press and for the career girls in midtown New York who are enabled to select an Easter wardrobe from this one-hour comprehensive revue of Easter styles. Open to Press and public. Publicity: Ruth LeBron, WI. 7-8200.

Monday April 5 8:00 P.M.	GALA RED CROSS BENEFIT FETE	RED CROSS WAR FUND COMMITTEE	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.

30 trade leaders headed by Samuel Staff of Julius Grossman Shoes, are joining the Motion Picture Industry to sell tickets and promote a benefit for American Red Cross Fund. Entertainment will include a galaxy of Broadway stars with Fred Allen as interlockuter in a minstrel show; and a special unit of 20 Hollywood stars and leading radio performers. Open to public. Admission: $2.20 to $27.50. Publicity: Jack Irb, WI. 7-5490.

Tuesday April 6 1:00 P.M. Luncheon	BRIDAL TROUSSEAUX LUNCHEON SHOW	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM

Open to public. Luncheon, $2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.

Tuesday April 6 2:00-5:00 P.M.	DEBUT OF NEW MEXICAN MILLINERY SHOP	CESAR RUBIO	30 EAST 54TH STREET 2ND FLOOR

Cesar Rubio, nephew of Pasquale Rubio, former President of Mexico is opening a new hat shop with great social reclame. At the cocktail hour, he will show, to members of the Manhattan social set and stars of Broadway stage who are his friends, a fresh new version of hats, influenced by his Mexican imagination, stressing two new color combinations: caniche-beige with purple; and pink-and-green. He goes in for much Mexican flattery with laces, veiling and flowers. The featured hat will be a bird of paradise dream modeled by Ilona Massey, and valued at $1,000. This promises to be a very social opening. Open to Press and special list, by invitation. Publicity: Leonard MacBain, PL. 8-0310 or BR. 9-0310.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 7 1:00 P.M. Luncheon	"AT THE WALDORF" LUNCHEON FASHION SHOW	THREE WALDORF SHOPS	WALDORF ASTORIA HOTEL SERT ROOM
	Who better than the three smart shops serving the Waldorf clientele could put on an "At the Waldorf" luncheon fashion show on Wednesday, April 7th, in time for pre-Easter buying! Gowns in this interesting fashion promenade will be by Town and Travel Wear of the Waldorf; furs by Dein-Bacher of the Waldorf; and special hair-do's by Michael of the Waldorf. Open to public. Luncheon, $2. Press by invitation. Publ.: Ted Saucier, EL. 5-3000.		
Wednesday April 7 3:00 6:00 P.M.	PREVIEW: CONTEMPORARY AMERICAN PAINTINGS	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND STREET
	Museum invites members of the Press to attend on exhibition of Contemporary American Paintings from the Collection of the University of Arizona. Open to public, April 8-27th. Publicity: Alice Merriam, RH. 4-7690.		
Thursday April 8 10:00 A.M. On.....	ANNUAL KNIT OUTER-WEAR CONVENTION	NATIONAL KNIT OUTER-WEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH STREET
	A timely survey of what's available in all outerwear including men's, women's and children's. Open to members of industry. No admission cost, but dinner served in Ballroom at $6.50. Contact: Mr. Michaelson, National Knit Outer-wear Association, 386 Fourth Avenue, N.Y.C., AS. 4-7520.		
Thursday April 8 1:00 P.M. Luncheon	SPRING AND SUMMER STYLE ORIGINALS	HARRY COLLINS (647 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
	Open to public. Luncheon, $2. Press by invitation. Collins Publicity: Ann Roundtree, PL. 3-9403. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday April 8 6:00 P.M.	EASTER FRESH FASHIONS	JAMES McCREERY & CO.	5TH AVE. AT 34TH STREET
	Designed as a fashion show for late shoppers on the store's late night opening, this Easter parade in preview will present new and colorful Spring fashions with an eye to thrift and serviceability. Open to Press and public. Publicity: Elsie Porcell, WI. 7-7000.		
Thursday April 8- May 8	OPENING: JAMAICA SPRING RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
	General admission, $1.50; Clubhouse, $4.00. Contact: MA. 4-1940.		
Friday April 9 8:15 P.M.	CIRCUS COMES TO TOWN	RINGLING BROS., BARNUM & BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH STREET
	Feature of this year's Circus is a presentation of an old-time street parade staged by John Murray Anderson. On opening night, the U. S. Treasury Department will take over for War Bond sales. Everyone attending must have purchased a War Bond. Publicity: Mr. Roland Butler, CI. 6-6600.		
Friday April 9 3:00- 6:00 P.M.	DEBUT AND HOUSEWARMING FOR NEW WALLET	KNIGHT LEATHER PRODUCTS	KNIGHT SHOWROOMS 389 FIFTH AVENUE
	Knight Leather Products invites Trade and Press to a housewarming for their new showrooms. The new Knight Lounge Wallet, the "Thin Man In Leather", newest Knight creation will be introduced. Open to Press and members of Trade. Publicity: Joyce Hirshon, BR. 9-9350.		
Saturday April 10 On..... While Circus Is In Town	CIRCUS CLOWNS AT BIG TOP RESTAURANT	JAMES McCREERY	5TH AVE. AT 34TH STREET BIG TOP RESTAURANT, 2 FL.
	While the Circus is in town, some of its famous clowns will cut capers daily during the lunch hour in McCreery's Big Top Restaurant to amuse shoppers and children. This is an annual command performance, highly regarded by the McCreery clientele. Publicity: Elsie Porcell, WI. 7-7000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 10 2:00 P.M.	MOVIES OF THE "SPANISH EARTH"	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. LECTURE HALL
	Showing the dramatic story of the Spanish Civil War by Ernest Hemingway. Open to Press and public. Publicity: Alice Merriam, RH. 4-7690.		
Friday April 12 2:30 P.M.	"HOW TO DO" FORUM ON SLIP COVERS	GIMBEL BROTHERS	B'WAY AT 33RD ST. 7TH FLOOR
	Housewives will be taught, free of charge, in this "How To Do" forum, how to make slip covers by expert upholsterer. He will demonstrate how to cut and fit the covers, and the head of the sewing school will demonstrate how to sew them. Open to Press and public. Publ.: Constance Bartell, PE. 6-5100.		
Tuesday April 13- April 16 10:00 A.M.- 6:00 P.M.	WAR-TIME PACKAGING EXPOSITION	AMERICAN MANAGEMENT ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH STREET
	This is a get-together on the part of package makers showing how to develop ingenuity in packaging even though materials are hard to get. Results are surprisingly good. Open to industry. Registration fee, full conference, members, $5; non-members, $8. One day, $2 and $3 respectively; one-half day, $1 and $2 respectively. Tuesday luncheon, April 13th, $2.25. Wednesday luncheon, April 14th, $2.25. Contact: James O. Rice, Editor, American Management Association, BR. 9-6055.		
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTON CLASSICS SHOW	THE COTTON SHOP INC. (543 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, $2. Press by invitation. Cotton Shop Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Tuesday April 13 1:00 P.M. Luncheon	ANNUAL "EASTER PARADE" FASHION SHOW	NEARLY NEW SHOP (917 8TH AVE.)	WALDORF ASTORIA HOTEL GRAND BALLROOM
	15 leading American designers, including Nettie Rosenstein, Joseph Whitehead, etc. (other names to follow), will be represented in the annual "Easter Parade" luncheon fashion show to be given for the benefit of the Nearly New Shop. As usual, the 15 day nurseries and children's charities which this shop supports will share in the benefits. Fashion show under direction of June Hamilton Rhodes, Bureau of Fashion Trends. Admission, $3.75 (incl. tip and tax). Chairman: Mrs. Ralph West Robey, CI. 7-0039. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.		
Wednesday April 14 1:00 P.M. Luncheon	SHOWING OF SPRING AND SUMMER STYLES	LANZ OF SALZBURG	WALDORF ASTORIA HOTEL WEDGWOOD ROOM
	Open to public. Luncheon, $2. Press by invitation. Lanz Publicity: Miss Wolf or Miss Herta, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Friday April 16 1:00 P.M. Saturday April 17 9:30 A.M.	ANNUAL HOSE CONVENTION	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL ASTOR GALLERY
	This year's annual convention of National Association of Hosiery Manufacturers will be an industry conference to discuss the problems confronting hosiery during a war economy. Open to industry. For further information: Mr. Ball, Nat'l Assoc. of Hosiery Mfrs., 486-4th Ave., N.Y.C., MU. 4-5412.		

Tues., 4/20 NO LUNCHEON FASHION SHOW IN OVAL ROOM OF RITZ CARLTON DURING HOLY WEEK

Wed., 4/21 NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK

Thurs., 4/22 NO LUNCHEON FASHION SHOW IN PERSIAN ROOM OF PLAZA DURING HOLY WEEK

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 25	EASTER SUNDAY IN NEW YORK Some New York hotels are still on the fence about elaborate celebrations of Easter Sunday with their traditional top-hat fashion parades. FASHION CALENDAR will keep its subscribers informed as plans develop.		
Easter Sunday April 25 Noon On.....	EASTER LUNCHEON AND CONCERT The pretty Cotillion Room at the Pierre expects a big Easter Luncheon crowd and will present the Uptown Russian Cathedral Choir in special Easter music from 3 to 5:30 P.M. Luncheon, a la carte. Publ.: Mr. Lynch, RE. 4-5900.	HOTEL PIERRE	5TH AVE. AT 60TH ST. COTILLION ROOM
Easter Sunday April 25 12:00 Noon	EASTER SUNDAY BRACER BREAKFAST No fashion event planned for Easter Sunday at the Madison. Breakfast as usual, $1.75. Reservations must be in at least two weeks in advance. Publicity: Mr. Sidney Dicketts, VO. 5-5000.	MADISON HOTEL	12 EAST 58TH STREET CAFE
Easter Sunday April 25 12:45 P.M.	5TH ANNUAL EASTER BONNET LUNCHEON The Ambassador expects its usual Easter Sunday Breakfast following and will serve a special prefix $2 Easter bruncheon. No special fashion events planned. Publicity: Mae C. Flynn, WI. 2-1000.	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST. TRIANON ROOM
Easter Sunday April 25 1:00 P.M.	GALA RED CROSS EASTER LUNCHEON, TEA-DACE AND FASHION SHOW Easter Sunday will be gaily celebrated as a Red Cross benefit at the Delmonico Hotel where the fun begins with luncheon and a fashion show of costumes and hats by Florence and Rejean Reichman, with jewels by Karples. Admission: $2.75, includes tax and entitles guests to stay through luncheon and on into the afternoon for tea dancing and Easter entertainment. There will be door prizes and grab-bag drawings. All donations gratefully accepted and accredited. Contact: Ann Edison, SA. 2-7104 or VO. 5-2500.	AMERICAN RED CROSS	DELMONICO HOTEL MAIN BALLROOM 502 PARK AVENUE
Easter Sunday April 25	EASTER SUNDAY BREAKFAST Although there is no planned program for Easter Sunday Breakfast or Luncheon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Breakfast or Luncheon. Publicity: Alma Zaiss, PL. 3-1740.	PLAZA HOTEL	5TH AVE. AT 59TH ST. TERRACE ROOM
Easter Sunday April 25	EASTER TEA-TIME PARADE Easter Sunday will be celebrated at the Waldorf with a tea-time concert and fashion parade. Mannikins will stroll among the tables in the Park Avenue Foyer and on the Terraces, in simple background dresses, by Gothe Modes, with accent on Easter Hats by Aranka. Open to public. Press by invitation. Further details to be announced. Publicity: Ted Saucier. EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 51ST ST. FOYER AND TERRACES
Tuesday April 27 1:00 P.M. Luncheon	ANNUAL BENEFIT LUNCHEON FASHION SHOW Annual event in which a number of the best shops on upper Fifth Avenue participate in making this society-sponsored fashion show of value in a style sense and beneficial to this fine Adoption Nursery. Open to public. Press by invitation. Price of luncheon and further details to be announced. Publicity: Mrs. Timmie Richards, PL. 3-4500.	SPONSORED BY ALICE CHAPIN ADOPTION NURSERY	ST. REGIS HOTEL VIENNESE ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 27 2:00-6:00 P.M.	PRESS PREVIEW: SPANISH-AMERICAN ART EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET

A collection of Spanish-American art of the Southwest, including much important religious art;polychrome wood carving of saints; painted wood and leather panels. Opens to public, Wednesday, April 28th through June 13th. Publicity: Sarah Newmeyer, CI. 5-8900.

Tuesday April 27 9:00 P.M.	GALA PREVIEW: SOCIETY EXHIBIT:"PORTRAITS OF WOMEN"	AUX. OF N.Y. INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET

An imposing group of Society leaders is behind the exhibit "Portraits of Women" which will portray the outstanding women of history from the 15th Century up to the present time. Contrasted with these will be portraits of 10 or 12 well-known and attractive women-about-town, whose hair-do's and hats will have been dressed for these portraits in the influence of the earlier schools, especially created by New York's outstanding designers of hair styles and hats, among them Antoine, Miss Jessica and others to be announced. Formal preview by invitation. Exhibit opens to public on following day, Wednesday, April 28, and continues for a month, during which interesting features will be planned and announced. Admission, 50¢ plus tax. All proceeds to the New York Infirmary for Women and Children. Contact: Mrs. Walter Hoving, WI. 2-5353.

Friday April 30 9:00 P.M.	ANNUAL NEWSPAPER GUILD BALL	NEWSPAPER GUILD OF NEW YORK	ASTOR HOTEL GRAND BALLROOM

Elsa Maxwell will be Mistress of Ceremonies at this year's Newspaper Guild's annual ball. In addition to the usual distinguished Broadway entertainers and name bands that appear, the evening will feature a number of "page one" awards to stars of stage, screen and radio, for outstanding accomplishment in their fields during the past year. Awards will go to Duke Ellington, band leader; Martin Block, announcer; and the Golden Gate Quartet. Queen of the ball will be the prettiest copy girl on any New York newspaper. Proceeds to the New York Labor War Chest. Admission, etc., in later issue. Publicity: Harold Harris, Brooklyn Daily Eagle, MA. 4-6200.

Saturday May 1	69TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
Monday May 3-8	5TH ANNUAL NATIONAL POSTURE WEEK	SPONSORED BY S. H. CAMP & CO.	THROUGHOUT COUNTRY

With millions of women in war work, Posture takes the spotlight as one of the most important features in the physical fitness program during the national emergency. Slogan of this year's event: "Fitness for Victory" will be dramatized with full-color posters available to industrial plants that employ women, to schools and colleges and women's clubs and to stores for window and interior display. National Posture Week presents a good opportunity for stores to participate in a program for tie-ins with government-approved plans for physical fitness and safety. For merchandising suggestions and tie-ins, contact: Mr. Frank Kaufman, S. H. Camp, CH. 4-5798.

Tuesday May 4 4:00-7:00 P.M.	FASHION SHOW AND COCKTAIL PARTY	MURIEL JOHNSTONE	HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH

A gala send-off to inaugurate a new line of Old South "Cotton Blossom" toiletries, introduced by Bonwit Teller, and 73 leading stores across the country. Coordinated are Southern prints, pastel cottons, rayons and cotton laces, David Crystal cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. Preview by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday May 9	"MOTHER'S DAY" PROMOTION PLANS	NAT'L. COMM. ON OBSERVANCE OF "MOTHER'S DAY"	RETAIL STORES THROUGHOUT COUNTRY

The celebration of "Mother's Day" this year has a war-time slant. It begins with presentation of a poster "Remember Mother--The Bravest Soldier of Them All", designed by Lieutenant McClelland Barclay, to Mrs. Edward Rickenbacker, wife of famous aviator-hero. To enable retailers to get additional volume out of this gift-giving day, the Trade Promotion Committee for "Mother's Day" has a number of promotional suggestions and many display ideas available to retailers on request. For revenue-raising helps, contact: Irving K. Edwards, Gray Advertising Agency, CH. 4-3900.

Monday May 10-June 5	BALMONT SPRING RACE MEET	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L. I.

General admission, $1.50; Clubhouse, $4. Contact: WI. 2-4996.

Wednesday May 12 1:00 P.M. Luncheon	COTTON LUNCHEON FASHION SHOW	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

Arnold Constable will tell New Yorkers how to face Summer in a luncheon showing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, $2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.

Monday May 17-May 22	1943 NATIONAL COTTON WEEK	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY

In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19¾" red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.

Thursday May 20-May 21	ANNUAL SPRING BUSINESS MEETING	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

This is for the purpose of discussing the many problems arising each day in the leather industry. The meeting will cover such matters as hide and skin supplies, tanning materials, manpower, government orders, etc. Further details to be announced later. Publicity: Mr. J. S. Nelson, BE. 3-0494.

DATES AHEAD		
Apr. 6	ARMY DAY	(Tues.)
Apr. 14	PAN-AMERICAN DAY	(Wed.)
Apr. 18	PALM SUNDAY	
Apr. 20	1ST DAY OF PASSOVER	(Tues.)
Apr. 23	GOOD FRIDAY	
Apr. 25	EASTER SUNDAY	
May 9	MOTHER'S DAY	(Sun.)
May 15	STRAW HAT DAY	(Sat.)
May 17	I AM AN AMERICAN DAY	(Mon.)
May 30	MEMORIAL DAY (Celebrated Mon.)	
June 14	FLAG DAY	(Mon.)
June 20	FATHER'S DAY	(Sun.)
June 22	1ST DAY OF SUMMER	(Tues.)

RED LETTER WEEKS	
Apr. 3-10	NATIONAL BASEBALL WEEK
Apr. 4-10	NATIONAL DISPLAY WEEK
Apr. 19-24	NATIONAL GARDEN WEEK
Apr. 25-5/1	NATIONAL BABY WEEK
Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK
May 1-8	NATIONAL EGG WEEK
May 1-8	AMERICAN HOME WEEK
May 1-8	NATIONAL FISHERMAN'S WEEK
May 2-9	NATIONAL MUSIC WEEK
May 3-9	NATIONAL RESTAURANT WEEK
May 12-18	GOOD WILL WEEK
May 15-22	NATIONAL GOLF WEEK
May 17-22	NATIONAL COTTON WEEK
May 23-29	NATIONAL FIRST-AID WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Saturday....PREMIERE: CHINESE PUPPET SHOW, METROPOLITAN JUNIOR MUSEUM, 5TH AVE. AT 82
April 3 The Red Gate Players and their Chinese shadow puppets will present two
2:00 P.M. Chinese plays in a special performance for the children of Museum members. Tickets will be sent to Members on request to the Secretary of the Museum. Telephone: RH. 4-7690.

Week of.....SPRING OPENING OF THE BALLET SEASON, METROPOLITAN OPERA HOUSE, B'WAY AT 39
Monday Mon., April 5--"SWAN LAKE", "ALEKO", "HELEN OF TROY"
April 5 Tues., April 6--"SWAN LAKE", "ROMEO AND JULIET" (world premiere),
8:30 P.M. "BLUEBEARD"
Wed., April 7--NO PERFORMANCE
Thurs., April 8--NO PERFORMANCE
Fri., April 9--NO PERFORMANCE
Sat. Mat., April 10--"BILLY THE KID", "PETROUCHKA", "PRINCESS AURORA"
Sat. Eve., April 10--"BILLY THE KID", "ROMEO AND JULIET", "HELEN OF TROY"
Sun., April 11--"THREE-CORNERED HAT", "PILLAR OF FIRE", "BLUEBEARD"
Costumes by Miles White. Publicity: Gerald Goode, S. Hurok, PL. 3-0820.

Wednesday...."WHAT KIND OF WORLD DO WOMEN WANT", N.Y. TIMES CONF., N.Y. TIMES HALL,
April 7 240 W. 44TH ST. A conference of 14 women leaders in the fields of Journal-
2:30 & ism, Arts, Education, Politics, Labor, the Stage, etc. has been called to
8:30 P.M. make inspiring statements of their hopes and aspirations for the future, stressing the part the women of America can and must play in the post-war world. Admission, by invitation only. Contact: Mrs. Wales Latham, Dir., Women's Program, N.Y. Times, LA. 4-1000.

Thursday....PREMIERE: "FLIGHT FOR FREEDOM" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
April 8 This is RKO's first April picture starring Rosalind Russell, Fred MacMurray
(Tentative) and Herbert Marshall. It has a war background and has had good advance notices. Costumes by Adrian. Publicity: Rutgers Neilson, CO. 5-6500.

Friday.....PREMIERE: "EDGE OF DARKNESS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
April 9 Warner Bros. presents Errol Flynn's first new picture since his vindication in the famous trial. Co-starred with Ann Sheridan. Clothes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.

Week of PREMIERE: "DANCING IN THE STREETS" IMPERIAL THEATRE, 249 W. 45TH ST.
April 11 A Vinton Freedley musical comedy by Howard Dietz & Vernon Duke, dealing with the lighter side of the housing problem in Washington today, starring Mary Martin. Costumes: Kiviette. Hats: Helene Garnell. Publicity: Karl Bernstein, CI. 7-7151.

Wednesday...PREMIERE: "TOMORROW THE WORLD" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST.
April 14 James Gow and Arnaud d'Usseau play with Ralph Bellamy and Shirley Booth in leading roles. Elliott Nugent will direct and his daughter, Nancy, not quite 10-years old, begins her theatrical career in this play. Producer: Theron Bamberger. Settings by Raymond Sovey. Costumes supervised by Bianca Stroock. Publicity: Leo Freedman, LA. 4-5119.

Thursday....PREMIERE: "HANGMEN ALSO DIE" (Movie) CAPITOL THEATRE, B'WAY AT 50TH ST.
April 15 This is United Artist's Czechoslavakian-background picture with Anna Lee,
(Tentative) John Carradine and Brian Donlevy. Publicity: Robin Harris, BR. 9-7300.

Wednesday...PREMIERE: "MISSION TO MOSCOW" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
April 21 Warner Bros. movie version of Joseph Davies' (former Ambassador to Russia) Moscow experiences. Walter Huston has the leading role, supported by Ann Harding, Eleanor Parker, Richard Travis and a huge cast. Publicity: Eve Siegel, CI. 6-1000.

Wednesday...PREMIERE: "CHINA" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
April 21 This is one of the most exciting oriental-background, part authentic, part Hollywood pictures starring Loretta Young and Alan Ladd. Costumes by Edith Head, Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: "FIRST MILLION" RITZ THEATRE, 219 WEST 48TH ST.
April 28 This is a comedy drama with Wil Geer and Zachary Scott. Publicity: Harry Davis, BR. 9-9074.